

### **Prof. Dr. Michael Braungart**

*“The need for true innovation has never been more profound than now. Deep-rooted structures and systems are being challenged to change. Just to be less bad, is simply not good enough. We are capable to think circular and create high-quality alternatives which are effective and beneficial for humans and nature. With this message Cradle to Cradle supports people to go beyond our traditional patterns and mindsets. If the future can be positive, why choose differently?”*

For decades, Prof. Dr. Michael Braungart has pioneered the Cradle to Cradle design concept. He co-authored (with William McDonough) the bestselling book of the same name, and has lectured at universities in Europe, America and Asia. His expertise has been published in numerous international magazines and journals. He has worked with several scientific institutes and companies across a range of industries, and has developed tools for designing eco-effective products, business systems and intelligent materials pooling. This approach paves the way to a new economic system for which, innovation, positivity, quality and creativity are key. That this can work, show hundreds of products that have been developed according to this principle. Nature is for Prof. Dr. Michael Braungart a source of inspiration and shows us how we can increase our positive footprint and celebrate life.

### **Business Positions**

**EPEA Internationale Umweltforschung GmbH**  
**Environmental Protection Encouragement Agency**

Founder and Owner

*Hamburg, Germany*

*1987-Present*

**Hamburger Umweltinstitut e.V.**

Founder and Scientific Director

*Hamburg, Germany*

*1989-Present*

**MBDC McDonough Braungart Design Chemistry, L.L.C.**

Co-founder and Scientific Director

*Charlottesville, USA*

*1995-Present*

### **Academic Positions**

**Rotterdam School of Management, Erasmus University**  
Academic Cradle to Cradle Chair for Innovation and Quality

*Rotterdam, The Netherlands*

*2009-Present*

**Leuphana University**

Professor, Ecodesign and Eco-Effectiveness

*Lüneburg, Germany*

*1994-Present*

**University of Virginia Darden School of Business**

Visiting Professor

*Charlottesville, USA*

*2002-Present*

**Delft University of Technology**

Visiting Professor, Building Technology and Services at Faculty of Architecture

*Delft, The Netherlands*

*2011-Present*

**Munich University of Technology**

Honouree Professor, Cradle to Cradle Elements for Buildings at Faculty of Architecture

*Munich, Germany*

*2012-Present*

### **Previous Academic positions**

University of Twente, Faculty of Engineering

*Enschede, The Netherlands, 2010-2015*

University of Natural Resources and Life Sciences Vienna

*Vienna, Austria, 2012*

Carnegie Mellon University

*Pittsburgh, USA, 1995-1999*

Bauhaus University

*Weimar, Germany, 1995-1999*

University of Wales

*Cardiff, U.K., 1995-1999*

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